

Study of Materialism and Self-Esteem within the African American Community

EXAMPLE OF QUALITATIVE RESEARCH DESIGN

1. Description/Abstract:

Research examining the perceptions of materialism and self-esteem within the African American community is lacking. This study will explore the perceptions of African Americans related to materialism and self-esteem. A sample of at least 30 African Americans will complete in-depth interviews (lasting anywhere from 50 minutes to 1 hour and fifteen minutes). Interviews will be audio recorded and later transcribed. All data analyses will be manual and no software will be used.

Or

All data analyses will be conducted using Dedoose (an online/secure software program for qualitative analysis).

2. Hypothesis: No hypothesis for qualitative research (*Instead clearly and concisely articulate your overarching question and one or two sub questions – see example below*)

Overarching research question:

What are the experiences of African Americans related to materialism and self-esteem?

- How do African Americans view their own self-esteem?
- How does materialism (what one owns) relate to one's social standing/status?

3. Variables: No variables used for qualitative research

4. Sample size: Target 15 -20 (You can state a target number but the sample size is dependent upon the point of saturation. Saturation is defined as the point at which no new themes are emerging. Nevertheless, it is also acceptable for students to indicate a target number determined by you and your department as long as it allows for enough data to answer your research question.)

5. Inclusion criteria: Participants must: Identify as African American, be over the age of 18, be able to read and comprehend English

6. Exclusion criteria: Participants that identify as other than African American, be under the age of 18, are unable to read or comprehend English fluently

7. Procedures

a. Recruitment procedure:

Participants will be recruited through local area churches, college campuses, and local area agencies. A flyer that will be used to inform potential participants about the study is attached. Letters of support from recruitment sites are provided.

b. Consent procedure:

In person informed consent will be obtained. A consent form on the GSU template is attached.

c. Data collection

The participants will complete an in person interview at a location of their choosing. A sixteen question semi-structured interview guide has been developed and is attached.

8. Benefits and Risks

There are no anticipated direct benefits to the participant.

There are no anticipated risks. However, a referral sheet for counseling services will be made available to participants in the unlikely event of them experiencing any emotional distress.

9. Privacy and Confidentiality

The recorded interviews will be de-identified and contain no information about the research participants. Each interview, once transcribed, will be given a code number. The code list and the transcribed interviews will be housed in separate locked file cabinets at Governors State University, located 1 University Parkway, University Park, IL 60484, in Dr. Doolittle's office (Chair of my Thesis Committee).

Raw data (audio tapes) will be destroyed upon completion of the research project once the thesis has been written and approved and prior to graduation.